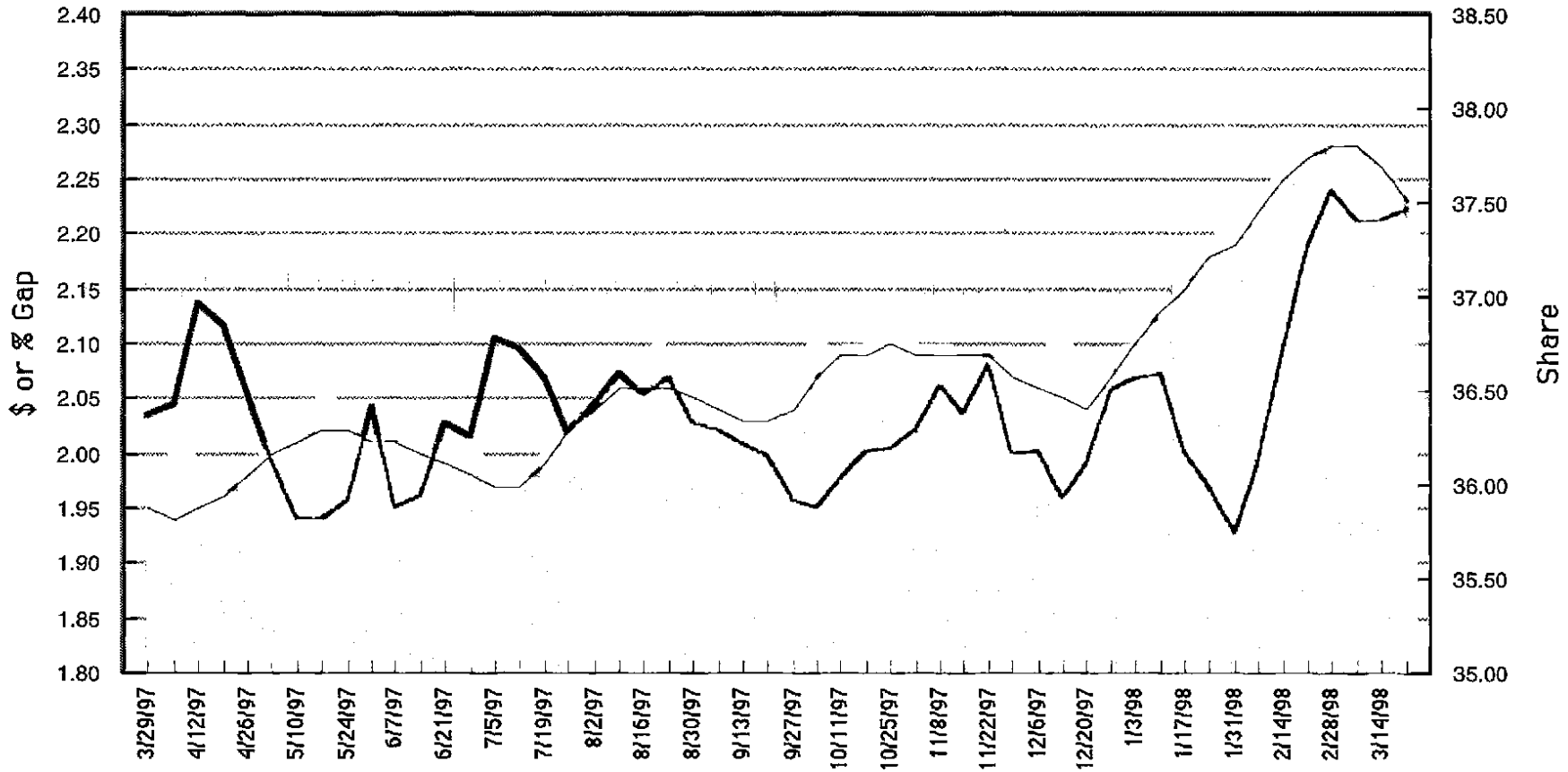
Marlboro Weekly Share vs. Net Price and Gap

Section 44 - Pack (Convenience) - $ Price



Pricing Overview

All Values 4WK

Note: Gap determined by Marl vs. Low Dsct price in stores selling both brands.

$ Price

Share

Nielsen Integrated/Expanded Pricing

Database as of MAR 21 1998

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Source: https://www.industrydocuments.ucsf.edu/docs/hynm0004